Professor Shirley Stretch-Stephenson

Distinguished Women Award Recipient

15th Annual Distinguished Women Awards
CSU Los Angeles
June, 2013

The Cross Cultural Centers and University-Student Union Annually honors women faculty, staff, and administrators from Cal State L.A. for their many outstanding achievements and contributions to the community. Women are recognized for a variety of achievements in the nominee’s field, significant contributions to Cal State L.A., commitment to students, commitment to women’s issues, community involvement, and professional recognition.

Dr. Stretch is a dedicated student advocate and an accomplished educator and researcher in retailing and marketing. Over a 30-year span, she has published over 40 academic publications and conference papers, plus a textbook on retail merchandising.

Dr. Shirley Stretch has a long history of embracing technology, promoting active learning and assessment, mentoring numerous student projects and organizations, fostering interdisciplinary teaching and research, and promoting community engagement and sustainability. Known to many of her students as the "new economy" professor in an "old economy" world, her passion to integrate technology with her teaching and research, her holistic understanding of issues, and her creative approaches to solving challenges often leave many of her colleagues scratching their heads about her dogged commitment to such innovations.

In addition to her commitment to technology in higher education, Dr. Stretch’s belief in interdisciplinary education has been a hallmark of her career. At Cal State L.A., she has led and participated in many interdisciplinary research projects with students and faculty from fashion merchandising, computer information systems, the library, and the University’s Community Engagement Task Force.

At CBE, she has served as the Chair of the Department of Marketing, the Chair of various college committees in the College of Business and Economics. Most importantly, Dr. Stretch’s commitment to students, both at Cal State L.A. and internationally, is priceless. She is the "go to" academic advisor in the Department of Marketing and is well-known for her tremendous advocacy on behalf of our students. Led by Dr. Stretch, many of these student teams have won campus, regional, and national recognition for their projects.

Back Row, Second from the Right, Shirley Stretch-Stephenson